

GREATER PHILADELPHIA TOURISM PROFILE 2011

Building the Commonwealth's Bottom Line



BUCKS • CHESTER • DELAWARE • MONTGOMERY • PHILADELPHIA COUNTIES

Philadelphia

AND THE COUNTRYSIDE®

The Basics

What We Do

The Greater Philadelphia Tourism Marketing Corporation (GPTMC), a 501(c)(3), makes **Philadelphia and The Countryside®** a premier destination through marketing and image building that increases business and promotes the region's vitality.

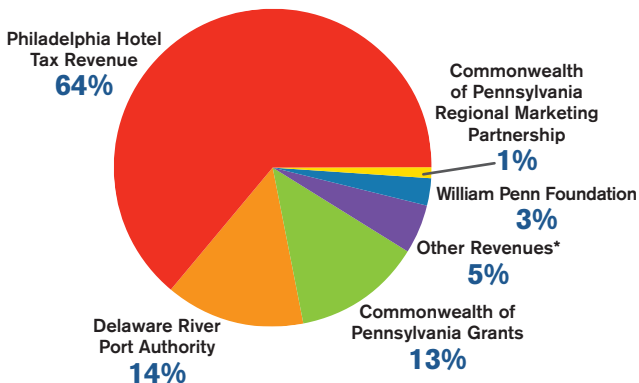
What We Mean by Philadelphia

We mean Greater Philadelphia, as in Bucks, Chester, Delaware, Montgomery and Philadelphia counties.

Our Audience

GPTMC reaches out to all visitors, from around the block or across the country, no matter the reason for their trips. Our marketing specifically targets leisure travelers—those who come to the region for fun, such as vacations, weekend getaways, romantic trips, family reunions, weddings, exhibitions and festivals.

Funding Sources: Fiscal Year 2011



*Other Revenues consists of project-specific grants, including one from the Delaware Valley Regional Planning Commission, along with partnerships, commissions and corporate sponsorships.

Top 5 Ways Greater Philadelphia's Tourism Industry Builds the Commonwealth's Bottom Line

- 1.** Greater Philadelphia welcomed **37.4 million** domestic visitors in 2010, **33.1 million** of whom were leisure visitors. That's **10 million** more leisure visitors than in 1997, when GPTMC first started marketing.
(Tourism Economics, Longwoods International)
- 2.** Tourism is big business. Visitor spending in Greater Philadelphia generates **\$24 million** a day in economic impact for the region, or **\$8.7 billion** for the year in 2010. (Tourism Economics)
- 3.** Tourism is a deficit reducer. The industry doesn't compete with priority programs—it helps pay for them. In 2010, visitor spending in Greater Philadelphia generated **\$296 million** in taxes collected by the Commonwealth of Pennsylvania alone. (Tourism Economics)
- 4.** Every \$1 spent on advertising for the **With Love** campaign generates **\$100** in direct visitor spending in Greater Philadelphia—plus **\$11** in state and local taxes. (Tourism Economics, Longwoods International)
- 5.** Visitor dollars support and build the quality of life in Greater Philadelphia, and since there are no “Visitor Only” signs, Pennsylvania residents reap the tourism benefits. Travelers spend their money at the region's hotels where residents work, as well as at the attractions they love to visit, the stores where they love to shop, the restaurants where they love to eat and transportation providers they use every day.

For more on Greater Philadelphia's tourism industry, go to visitphilly.com/research.

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15 Years of Success

2011 marks GPTMC's 15th anniversary—and we've been busy since 1996. Here is a look at some major events and achievements from our organization's history:

- 1996** GPTMC is founded by the City of Philadelphia, the Commonwealth of Pennsylvania and The Pew Charitable Trusts to market the five-county region.
- 1997** GPTMC puts Philly on national TV for the first time with the advertising campaign, **This Is My Philadelphia**. The Philadelphia region becomes **The Place That Loves You Back**.
- 2001** GPTMC launches the **Philly's More Fun When You Sleep Over®** marketing campaign, featuring the **Philly Overnight® Hotel Package**. It leads to what Smith Travel Research calls "the most successful hospitality recovery in the country" after the 9/11 attacks cripple the industry.
- 2002** Visitation to the Philadelphia region reaches **30 million** for the first time.
- 2005** *National Geographic Traveler* declares Philadelphia the "Next Great City."
- 2007** Hotel revenue in the five-county region reaches **\$1 billion** for the first time.
- 2009** As a response to the economic recession, GPTMC launches the popular **With Love, Philadelphia XOXO®**.
The Johnson family from Hanover, Pennsylvania books the **100,000th Philly Overnight® Hotel Package**, representing **200,000** room nights and **\$20 million** in hotel revenue.
- 2010** Total domestic visitation to Greater Philadelphia reaches **37 million**, **33 million** of whom were leisure visitors. That's **10 million** more leisure visits than in 1997.

How We Market

Advertising: GPTMC touts the Philadelphia region through ads placed online, in magazines and newspapers and on billboards, television, radio and trains.

Communications: Through high-quality content, direct pitches, media events, a Visiting Journalists Program and invaluable relationships, GPTMC places thousands of positive stories each year about Greater Philadelphia in key outlets. We also partner with local media to reach an even larger audience.

visitphilly.com and uwishunu.com: The region's official visitor site (visitphilly.com) and the "what's happening" blog (uwishunu.com) showcase Greater Philadelphia's attractions, restaurants, history, arts and so much more. And it's a fact—people who stay on the site longer are more likely to book a hotel room.

Social Media: GPTMC's strategic social media program shares our marketing with an increasingly Internet-savvy public. We stay in touch with thousands of Philly lovers through Facebook, Twitter, Foursquare, Flickr, Foodspotting and YouTube.

Hotel Marketing: GPTMC collaborates with the regional hotel community, helping them to create themed hotel packages, boost stays during need periods and ensure great customer experiences.

Regional Partnerships: We team up with the Independence Visitor Center Corporation and the region's five county visitor bureaus, as well as museums, attractions, hotels, transportation providers, sports teams, shops and restaurants, to spread our marketing to a greater audience, to increase cost-efficiency and to ensure consistent messages for consumers.

Pop Culture: Greater Philadelphia often finds itself in a national spotlight—with movies and TV shows filmed here to local chefs appearing on national cooking programs to sports teams entering post-season play. GPTMC leverages these opportunities to spread Philly love and give people new reasons to visit.

Our Campaigns

GPTMC develops marketing campaigns to attract different types of travelers to the region. To reach the most people and achieve the greatest impact, each campaign includes advertising, communications, social media and Web strategies, as well as research to measure success or provide future direction.



Hundreds of love letters penned by the city itself invite people—families, outdoor lovers, culture vultures, couples, sports fans, festival-goers and everyone else—to visit. Fans of the campaign find the letters everywhere, from billboards to Facebook to hotel welcome banners.



By adapting our love letter campaign, we reach the Hispanic audience through traditional media, social media and partnerships with Hispanic media outlets and attractions.



Showcasing the region's burgeoning creative scene and historic legacy, GPTMC's African-American campaign attracts young, tech-savvy visitors.

Our Campaigns



This tourism campaign and consumer educational program highlights the delicious flavors of Philadelphia's 100-mile foodshed—from Amish Country to the Atlantic Ocean.



America's most historic square mile is also Philadelphia's biggest draw. GPTMC highlights the area's significant history, as well as its enticing restaurants, fun bars, edgy theaters and fashionable boutiques.



An early adopter of gay and lesbian marketing, GPTMC launched its groundbreaking GLBT campaign in 2003 to attract this valuable travel group.

The Leisure Tourism Industry

Why People Visit

Most visitors to Greater Philadelphia are here to have fun—more than **80%** of domestic visitors come for a leisure purpose. (Longwoods International)

Benefit to the Region

Since GPTMC began marketing Greater Philadelphia, our product has only gotten better. As more people saw our invitation, came to visit and spent their money, our region experienced a surge of new museums, entertainment venues, tours, architecture, gardens, parks, restaurants, galleries, stores, transportation options and festivals—and it's still growing today. These new attractions bring even more visitors, creating a positive cycle of tourism and growth for Greater Philadelphia and its residents.

A Strong Industry

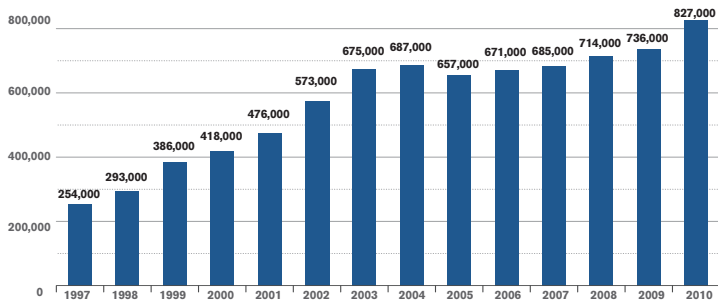
During both the economic downturn after the 9/11 terrorist attacks and the current financial crisis, leisure has continued to grow in Philadelphia, due in part to GPTMC's continued aggressive marketing. No matter the economic climate, people have an innate desire to travel and share lifelong memories with their loved ones, and GPTMC knows how to extend the invitation when and where they are.

**For all the reasons people choose
Philadelphia and The Countryside®
for their leisure trips, check out**

visitphilly.com

Tourism Marketing Works

Individual Leisure Hotel Room Nights in Center City, 1997-2010



Source: PKF Consulting

Triple the Leisure, Triple the Fun

Since GPTMC placed its first ad in 1997, leisure overnight hotel stays in Center City alone have skyrocketed from 254,000 to **827,000**—that's more than triple the stays. (See above graph.)

Saturday Night Success

For seven years running, Saturday night has been the busiest night of the week for Center City Philadelphia hotels. That means people think of Philadelphia as a great place to enjoy the weekend—a significant destination definer.

From Day Trip to Destination

Thanks to GPTMC's creative marketing, as well as public and private investments and the work of organizations throughout the region, Philadelphia is a travel destination. The increase in leisure stays and the popularity of Saturday night represent the shift in people's image of Philadelphia: It's not just for a business trip or a pilgrimage to the Liberty Bell; it's a vacation.

The Impact

Greater Philadelphia Tourism Economic Impact

	2010	2009	Change
Economic Impact	\$8.69 billion	\$8.16 billion	+ 6.5%
Jobs Supported	84,807	83,664	+ 1.4%
Wages Generated	\$2.71 billion	\$2.61 billion	+ 3.7%
Taxes Generated	\$1.28 billion	\$1.21 billion	+ 5.1%
State Taxes	\$296 million	\$279 million	+ 6.0%

Source: Tourism Economics

A Revenue Generator

Tourism is key to the economy of the five-county region. Greater Philadelphia's **37.4 million** visitors create an economic impact of **\$8.7 billion**, benefiting southeastern Pennsylvania and all its residents.

A Job Creator

Throughout the entire region, tourism creates and supports jobs—from hotels and museums to restaurants and stores. Greater Philadelphia's **85,000** tourism-related jobs account for a **\$2.7 billion** paycheck, and that money goes back into the local, state and national economy through taxes and consumer spending.

A Deficit Reducer

Tourism generates **\$1.3 billion** in local, state and national taxes. In difficult times, the industry is a consistent producer for the Commonwealth, and support and investment in tourism can help to achieve a budget solution.

Stay in Touch

visitphilly.com

The region's official visitor site for Greater Philadelphia

uwishunu.com and **twitter.com/uwishunu**

Tourism news, openings, discounts and hints from in-the-know Philadelphians

facebook.com/visitphilly and **twitter.com/visitphilly**

Upcoming events, fun facts, photos, travel tips and more

facebook.com/philly360 and **twitter.com/philly360**

Insider scoop on African-American culture, from history to hip-hop

twitter.com/phillyteama

Connection to vibrant Latino culture and events

facebook.com/visitgayphilly

Mix of fun gay and lesbian happenings

facebook.com/phillyhomegrown

The dish on everything edible from the Philadelphia region's 100-mile foodshed

foursquare.com/visitphilly

Tips at check-in spots all over Greater Philadelphia

foodspotting.com/visitphilly

Guides to delicious eats

youtube.com/visitphilly

Videos about hot chefs, cool fashions, local beers and other fun things in Philly

flickr.com/visitphilly

Photos of the beautiful Philadelphia region



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